

METHOD AND APPARATUS FOR TIME-AWARE AND  
LOCATION-AWARE MARKETING

ABSTRACT OF THE INVENTION

**[0092]** A method of communicating inferred information to a wireless communication device user is provided. That method includes determining a location of the wireless device, inferring a likely interest of the user from the location of the wireless device, and transmitting data related to the interest to the wireless device. The method may also ascertain time at the location of the wireless communication device user and infer an interest of the user from the time and location of the user. In addition, the method may include inferences made from information related to preferences of the user.